

ORDER



KSNV

Orders
Order / Rev: 108265
Alt Order #: 06867817
Product Desc: HELLER FOR SEN ADD
Estimate:
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Strategic Media Services, Inc.
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heller, Dean for U.S. Senate
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	10	\$12,925.00	\$10,986.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	10	\$12,925.00	\$10,986.25	0.00
Totals	10	\$12,925.00	\$10,986.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	21%	\$12,925.00
Market	100%	\$61,547.62

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	28%	\$17,233.33
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$15,386.90
KTUD	1%	\$615.48
KVVU	20%	\$12,309.52
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$3,077.38

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/31/12	11/02/12	Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
				Rachael Ray											
	RR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	--WTF--		3		\$325.00		0.00					

